- Participation in Trade Fairs and Exhibitions.
- Optimize Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators **on** familiarization tour to India to get first hand knowledge on various tourism products.

**Development of Kali Temple Complex in Kolkata**

772. SHRI SHANKAR ROY CHOWDHURY: Will the Minister of TOURISM be pleased to state:

(a) whether Government plan to develop the Kali Temple Complex in Kolkata into a centre for religious tourism;

(b) if so, the details thereof with particular reference to financial assistance to the project; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) The Department of Tourism, Government of India, has formulated schemes for Integrated Development of Tourist Centre, Product/Infrastructure & Destination development and Assistance of Large Revenue Generating Projects for development of tourism infrastructure in the country including the State of West Bengal.

(b) A project for development of Dakshineswar Kali Temple Complex, Kolkata, has been sanctioned with Central financial assistance of Rs. 132.24 lakhs during the year 2003-04.

(c) Does not arise.